Build it and help us engage. Social Media Strategy & Engagement Internship



Project Title	Build it and help us engage. Social Media Strategy & Engagement Internship
Project Summary	We are building connections and need your help to close the social media divide. We are looking an energetic and proactive student to help us research, design, and develop a comprehensive social media strategy to increase the awareness and social media engagement of the federal workforce in the Ka
Country	United States

Project Description

The Greater Kansas City Federal Executive Board (FEB) is a catalyst for communication, coordination and collaboration among federal offices across the Kansas City metropolitan area. This FEB is comprised of 163 federal agencies with over 38,000 Federal employees - making a significant contribution to the area economy as well as a strong commitment to community services.

To achieve this goal, we conduct outreach and engagement through different venues and activities - one of them the digital world. This project consists of analyzing the current federal workforce, reviewing current digital outreach efforts and assess effectiveness, as well as suggesting additional social media/digital platforms to engage multi-generational target audience as well as creating digital content to capture the attention of a diverse demographic audience. The goals for this project are divided in the following areas:

Social Media Strategy & Engagement

- 1) Research demographics to determine current federal workforce in the Kansas City metro
- 2) Provide overview of current social media platforms and intended audiences
- 3) Provide a recommendations regarding which platforms are most effective at reaching intended federal audience and what type of messaging works most effectively for each recommended platform
- 4) Draft social media content relevant to a diverse demographic audience with primary emphasis on raising awareness of the Kansas City FEB and increasing digital/social media engagement with the current federal workforce in the Kansas City area
- 5) Create a social media activities calendar aligned with FEB events

Required Skills or Interests

Skill(s)	

Marketing
Research
Social media management
Writing

Additional Information

We are looking for a reliable, proactive student who can work with minimum supervision and help us brainstorm and improve our social media outreach approach by providing innovative and interesting ways to connect with the digital audience. Collaboration tools are available such as Google docs. Strong command of the English written language is required.

Language Requirements

None